

Amy B. Jordan, Ph.D.

Amy B. Jordan, Ph.D., is a senior research investigator at the Annenberg Public Policy Center of the University of Pennsylvania. Since 1996, Dr. Jordan has served as the director of the Media and the Developing Child Sector for the Center, where she oversees research on the impact of media policy on the television viewing patterns of children and families and the effect of media on children's health and well-being. She has written numerous technical reports, journal articles, book chapters, and encyclopedic entries on the landscape of children's television, the role of media in the life of the child, and the effects of television regulations. She was co-editor for *Media Messages and Public Health: A Decisions Approach to Content Analysis* (Elrbaum, in press) and for *Children in the Digital Age* (Greenwood Press, 2002).

Dr. Jordan's research has been supported by numerous foundations and government agencies, including the New Jersey Network Foundation, the Robert Wood Johnson Foundation, the Smith Richardson Foundation, the Centers for Disease Control and Prevention, and the National Institutes of Health. Dr. Jordan has testified before the House Sub-committee on Telecommunications and her work has been cited in congressional reports and Federal Communications proceedings. She has been quoted in more than 200 newspaper and magazine articles, including: *The New York Times*, *The Washington Post*, *The Los Angeles Times*, *The Chicago Tribune*, *TV Guide*, and *Time* magazine and has been featured as an expert in more than a dozen national television and radio programs, including: *Headline News* (CNN), *The Today Show* (NBC), *The O'Reilly Factor* (Fox News), *Up-to-the Minute* (CBS), *Biography* (A&E), *Morning Edition* (NPR) and *Marketplace* (PRI). Her research also appears in trade publications, including: *Broadcasting & Cable*, *Variety*, and *Current*.

Amy Jordan received the International Communication Association's Award for Most Important Applied/Policy Research and the National Communication Association's Stanley L. Saxon Award for Applied Research. She currently serves on the editorial boards of the *Journal of Children and Media* and *Vulnerable Children and Youth Studies*.

Dr. Jordan received her B.A. from Muhlenberg College, her M.A. from the Annenberg School for Communication, and her Ph.D. from the University of Pennsylvania.

Selected Publications

Jordan, A. (In Press). Make yourself at home: The social construction of research roles in family studies. *Qualitative Research*.

Scantlin, R. & Jordan, A (2006). Families' experiences with the V-Chip: An exploratory study. *Journal of Family Communication*, 6(2), 139-159.

Jordan, A. (2005). Learning to use books and television: An exploratory study in the ecological perspective. *American Behavioral Scientist*, 48(5), 523-538.

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Jordan, A. (2004). The Three-Hour Rule and educational television for children. *Popular Communication*, 2(2), 103-118.

Jordan, A., Schmitt, K., & Woodard, E. (2001). The developmental implications of commercial broadcasters' educational offerings. *Journal of Applied Developmental Psychology*, 22(1) 87-102.

Jordan, A., & Woodard, E. (1998). Growing pains: Television for children in the new regulatory environment. *The Annals of the American Academy of Political and Social Sciences*, 557(May), 83-95.

Selected Technical Reports

Hersey, J. & Jordan, A. (May, 2005). *Reducing children's TV time to reduce the risk of childhood overweight: The children's media use study highlights report*. Prepared for the Centers for Disease Control and Prevention, Nutrition and Physical Activity Communication Team.

Jordan, A. (November, 2003). *Realizing the potential for educational media for early childhood literacy. Evaluation of the New Jersey Network Ready-to-Learn Workshop Series*. Philadelphia: The Annenberg Public Policy Center of the University of Pennsylvania.

Jordan, A. (2000). *Is the Three-Hour Rule living up to its potential? An analysis of educational television for children in the 1999/2000 broadcast season*. (Rep. No. 34). Philadelphia: The Annenberg Public Policy Center of the University of Pennsylvania.

Jordan, A. (1996). *The state of children's television: An examination of quantity, quality and industry beliefs*. (Rep. No. 2). Philadelphia: The Annenberg Public Policy Center of the University of Pennsylvania.